

**DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333**

REQUEST FOR TASK ORDER PROPOSAL

Date Issued: June 14, 2004 Date Response Due: June 30, 2004

Questions are due no later than: June 10, 2004

Request for Task Order Proposal (RFTOP) NO.:179 CDC-4 (internal number)

Title: *Evaluation and Support of the VERB™ Campaign*

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Task 1.

Page Suggestion: CDC suggests that the Contractor limit the proposal for this task order modification to less than 75 pages of text for the technical proposal; the page limit does not include appendices, resumes, or the budget spreadsheets. The budget should be included as an appendix in an Excel spreadsheet, with an itemized budget per task. The narrative plan should include a general approach, a staffing plan, and key deadline dates.

Budget format suggestion: Budgets, staff hours, and other direct costs for this task order request should be organized around the phases, tasks, and related deliverables described herein. Budgets for any additional or alternative proposals by the contractor should be presented as optional budget spreadsheets. For tasks with multiple deliverables (e.g., tasks 1, 2, 7, 9), CDC requests the contractor to provide budgets for each major evaluation activity (e.g., concept and message pre-testing; campaign tracking study; RDD surveys for effects evaluation, etc.) by phase.

Funding Range: (check one)

- ☐ Under \$100,000
- ☐ Over \$100,000 but less than \$300,000
- ☐ Over \$300,000 but less than \$500,000
- ☐ Over \$500,000 but less than \$700,000
- ☐ Over \$700,000 but less than \$1,000,000
- ☐ Over \$1,000,000 but less than \$2,000,000
- ☒ Over \$2,000,000

Background:

In response to increased concern about the health of our nation's youth, in 2001 Congress appropriated \$125 million to the Centers for Disease Control and Prevention (CDC) to develop a national media campaign to change children's health behaviors. Congress believes that, if we are to have a positive impact on the future health of the American population, we must change the behaviors of our children and young adults by reaching them with important health messages. CDC was directed to coordinate an effort to plan, implement, and evaluate a Campaign designed to clearly communicate messages that will help kids develop habits that foster good health over a lifetime including diet, physical activity, and avoidance of illicit drugs, tobacco, and alcohol

CDC's response to this broad mandate was to focus on the sedentariness of young adolescents, developing a multimedia advertising campaign under the brand "VERB™" and tag line, "It's what you do." VERB employs paid advertising and other activities to disseminate its health-promotion messages designed to encourage physical activity and healthy behaviors among "tweens," children aged 9 to 13 years in the United States. These children are "in between" childhood and adolescence and beginning to make their own lifestyle decisions. Parents, especially mothers aged 29-46 years, and other sources of influence on tweens (e.g., teachers, youth program leaders, coaches) are the secondary audiences of the VERB initiative. The campaign, launched in 2002, is based on principles that have been shown to enhance success, including: designing and testing messages with different groups, based in gender and ethnicity; involving young people in all aspects of Campaign planning and implementation; using the same communication tactics that are employed by the best kids' marketers; and enlisting the involvement and support of parents and other role models. A general market creative contractor is tasked with reaching mainstream tweens of all ethnicities. In addition, targeted campaigns intended to augment the general market advertising were created for the following racial/ethnic subpopulations: African Americans, Hispanic or Latino, Asian American/Pacific Islanders, and American Indian/Alaska Natives.

The VERB Campaign

At its core, the campaign seeks for all youth to be leading healthy lifestyles. Its mission is to increase and maintain physical activity among tweens. VERB has set forth five objectives:

1. To increase knowledge and improve attitudes and beliefs about tweens' regular participation in physical activity.
2. To increase parental and influencer support and encouragement of tweens' participation in physical activity.
3. To heighten awareness of options and opportunities for tween participation in physical activity.
4. To facilitate opportunities for tweens to participate in regular physical activity.
5. To increase and maintain the number of tweens who regularly participate in physical activity.

VERB uses a social marketing framework that applies sophisticated commercial marketing techniques to address the public health problem of sedentary lifestyles of American children. Before the VERB campaign was launched, campaign planners conducted extensive audience research of “twens” and parents to gain an understanding of their attitudes, beliefs and behaviors related to participation in physical activity. Numerous in-person focus groups, interviews, and ethnographic inquiries were conducted among multi-ethnic groups across the country. Additional audience research was conducted separately with African American, Hispanic/Latino, American Indian, and Asian American twens and parents to gain deeper insights into their views and practices relative to physical activity. To access formative research reports, visit: <http://www.cdc.gov/youthcampaign/research/resources.htm>.

In the first year of advertising, roughly 85% of the campaign activity was directed at children. Formative research was conducted by the advertising agencies charged with developing the campaign and augmented by a review of literature about youth development and physical activity. Strategists concluded that children would respond to positive messages that promoted moderate to vigorous physical activity in a socially inclusive environment that emphasized self-efficacy, self-esteem, and belonging. They chose to portray a range of ability levels and a balanced gender mix in the activities chosen for the advertisements.

The campaign employs a brand marketing strategy similar to that used by many commercial products. The brand, VERB, is intended to carry the health promotion message by associating itself with attributes with which the target audience desires to be associated. As the target audience seeks to identify with VERB, they will incorporate the key campaign message, that they be more physically active, into their lifestyle. During the first year of advertising, creating brand awareness was the campaign’s primary goal.

All forms of media (e.g., television, radio, print, on-line), as well as intercept marketing techniques and public events, were used. The majority of the advertising was placed on cable television networks with predominantly child audiences.

In the first year, in addition to a national campaign, nine communities were selected to receive extra marketing activities. Six of the nine received extra local advertising so that CDC could evaluate whether the added dosage of media made a measurable difference in behavioral outcomes. These six communities were called “high-dose” communities.

The VERB campaign works with a variety of organizations that reach twens, parents, and influencers (teachers, youth group leaders, and others) whose missions support one or more of the campaign’s goals. Collaboration with schools, youth-serving organizations, and professional groups that reach parents and tween influencers complement the mass media advertising and marketing of VERB. These partnerships are essential to extend the reach of the campaign’s messages, especially at the community level by providing twens with access and opportunities to engage in physical activity. Through a host of efforts that include activity programs, VERB Street Teams, contests, and events, twens are able to experience VERB on a personal level in their own community.

The partnership strategy is evolving. Presently, CDC is recruiting two types of partners. First, “site partners” provide opportunities for tweens to do 60 minutes of physical activity on a regular basis or incorporate shorter amounts of physical activity into programs or classes for tweens. Second, “outreach partners” create a supportive environment in which physical activity is a priority. Outreach partners accomplish this by promoting the importance of physical activity to parents and other adult influencer audiences, advocating for physical activity opportunities for children, improving the skills of those who provide physical activities to tweens, and funding physical activity opportunities for tweens. In short, site partners actively engage youth, while outreach partners are opinion leaders and organizations who address the needs of parents and other adult influencers.

Evaluating the Campaign

Research and evaluation are integral parts of the VERB campaign. Campaign planners used theory and research about health communication and behavior change to develop a logic model to plan the strategy for the campaign and its evaluation. (To access the logic model, see <http://www.cdc.gov/youthcampaign/research/logic.htm>.) The logic model presents how campaign inputs (research and consultation) and campaign activities (marketing and partnership tactics) impact outputs (number of people exposed) and outcomes (knowledge, attitude and behavior change).

Research and evaluation activities provide input for the development of creative planning and feedback on how well the campaign is meeting its objectives. Formative, process, and summative evaluation techniques are used at critical junctures to increase the campaign’s overall likelihood of success.

Ongoing research and evaluation efforts include:

- Formative research with tweens (youth age 9 –13) and those who influence them to inform the development of the campaign messages, materials, and media buys. For example, advertising developed by the creative agencies is tested in the concept stage and is pre-tested before being released.
- Process evaluation for brand tracking, media monitoring, and assessment of implementation of promotions and events. These activities assess how well and under what conditions the campaign is being conducted and the size of the audience that is exposed to the messages.
- Outcome evaluation assessing whether the goals of the campaign are being achieved. This includes a longitudinal panel and cross-sectional surveys to measure changes in the target audiences’ knowledge, attitudes, and behavior related to physical activity.

Description of work:

The purpose of this task order is to continue the research and evaluation efforts to assist creative planning and to provide feedback on how well the campaign is meeting its goals and objectives. In addition to new data collection tasks, the scope of work includes continued work with the

expert consultancy panels, continuous tracking of brand equity and message understanding with tweens, data analysis, and reporting on data already collected.

This project has ten core tasks. These ten tasks will be phased (Phase I and Phase II) by year. The phases will be funded contingent upon availability of FY05 VERB funding. The Contractor shall perform tasks in two phases. The following table details the task activities associated with each phase.

Task	Activities associated with Phase(s)
Task 1	All activities associated with this task are Phase I
Task 2	Phase I activities include the development of the plan; data collection, analysis, and report writing in Spring 2005 Phase II activities include data collection, analysis, and report writing planned for Spring 2006
Task 3	Phase I includes data collection and reporting activities through December 2004 Phase II includes data collection and reporting activities from January 2005 through May 2007
Task 4	All activities associated with this task are Phase I
Task 5	All activities associated with this task are Phase I
Task 6	Phase I includes data collection and reporting activities through December 2004 Phase II includes data collection and reporting activities from January 2005 through May 2007
Task 7	All activities associated with this task are Phase II
Task 8	All activities associated with this task are Phase I
Task 9	All activities associated with this task are Phase I
Task 10	All activities associated with this task are Phase I

Core Tasks

Task 1. Data Collection, Analysis and Report for Youth Media Campaign Longitudinal Study (YMCLS) Panel

In spring of 2002, CDC collected baseline survey data for the YMCLS with parent/tween dyads using random digit dial (RDD) techniques. The survey consisted of a national sample and a sample in the high dose communities and has been administered on an annual basis, including data collections in spring 2003 (referred to as “Year 1”) and spring 2004 (referred to as “Year 2”). These data collection efforts are referred to as “Panel 1.” During each survey administration, CDC completed interviews with 80 percent of the individuals who were interviewed previously. The surveys are administered in English and in Spanish.

The YMCLS has two components – the Parent Youth Media Survey (PYMS) and the Child Youth Media Survey (CYMS). The PYMS is approximately 15 minutes in length. It contains items measuring the importance with which the respondents regard their children’s physical activity level, their confidence in influencing their children’s involvement in physical activity, and their attitudes and beliefs about physical activity for children in general. It also contains items measuring parents’ participation in physical activities with their children, perceived barriers, awareness of VERB, and demographic characteristics. Coding schemes for the open ended questions have been developed and used in previous data analyses.

The CYMS is also approximately 15 minutes in length. The items focus on children’s participation in, attitudes toward, and beliefs about physical activity. Items addressing awareness and understanding of VERB are included. Children’s media viewing habits are also assessed. Coding schemes for the open ended questions have been developed and used in previous data analyses.

Task 1A. Data Analysis and Reporting on the Year 2 Data

As part of this task order, the contractor shall complete analytic tasks for Panel 1 using the Year 2 data. These include weighting the sample, imputing missing data, and analyzing the Year 2 YMCLS. The contractor shall employ appropriate statistical techniques including analyses for longitudinal dose-response and propensity scoring using all years of data available. The contractor shall provide a draft and final report on these data.

Task 1B. Data Collection, Analysis and Reporting on the Year 3 Data

The contractor shall propose and implement a plan to maintain Panel 1 for Year 3 data collection to include a sample of approximately 800 parent/tween dyads. The sample will consist of those children who were 9 and 10 years of age at baseline. The plan should include methods to complete interviews with 80 percent of the youth interviewed previously, including sending two reminder letters, incentives to increase participation rates, and \$10 incentives for completing the survey.

It is expected that the Year 3 YMCLS will include all questions administered in Year 2. The

contractor shall make changes to the YMCLS as needed. If appropriate, the contractor shall pre-test the revised questionnaire with up to nine participants using cognitive interviewing techniques. Participants in this pre-test shall receive an incentive of approximately \$25.

As part of this task order, the contractor shall collect the Year 3 data and complete analytic tasks for Panel 1 using these Year 3 data. These include weighting the sample, imputing missing data, and analyzing the Year 3 YMCLS. The contractor shall employ appropriate statistical techniques including analyses for longitudinal dose-response and propensity scoring using all years of data available. The contractor shall provide a draft and final report on these data.

Task 2. New National Cross-Sectional Survey Data Collection, Analysis and Report

As the tweens who comprised the sample in Panel 1 age, they are no longer in the target audience age range. To account for this, a new national sample was drawn in spring 2004 (called Youth Media Campaign Cross-sectional Survey YMCCS). The new sample consists of 5,300 parent/tween dyads. Data were collected using a similar methodology as with Panel 1. Child participants received incentives of \$10 for completing the survey.

As part of this task order, the contractor shall complete analytic tasks for this cross-sectional survey. These include weighting the sample, imputing missing data, and analyzing the data. The contractor shall provide a draft and final report on these data. The final report is anticipated to be no longer than 150 pages, exclusive of tables, figures, and other appendices.

In addition, the contractor shall propose a plan to convert this sample into a panel, assuming that the 80 percent of the dyads completing the cross-sectional survey will complete each subsequent data collections. CDC anticipates that data from this panel will be collected in spring 2005 and spring 2006. Proposals should include recommended sample sizes, power estimates, and analytic procedures for these two new data collections. It is expected that the contractor will implement these data collection and analysis plans, including weighting the sample, imputing missing data, and analyzing the data using appropriate statistical techniques (e.g., longitudinal dose-response, propensity scoring). The contractor shall provide a draft and final report on each data collection. Each final report is anticipated to be no longer than 150 pages, exclusive of tables, figures, and other appendices.

If the YMCCS is converted into a panel, the surveys may need to be updated and pre-tested using cognitive interviewing techniques. The contractor shall make changes to the YMCLS as needed for data collections in 2005 and 2006. If appropriate, the contractor shall pre-test the revised questionnaire with up to nine participants using cognitive interviewing techniques. Participants in this pre-test shall receive an incentive of approximately \$25.

The contractor is requested to provide separate cost estimates for each data collection associated with this task (e.g., 2004, 2005 and 2006). It is anticipated that FY04 monies will allow for continuation of weighting, imputation, data analysis, and report writing for a period of time that is unspecified at this time, but not longer than the period of performance as stated herein (May 2007). If there is FY05 funding of YMC, then it is anticipated that the spring 2006 data

collection will occur with subsequent analysis activities.

Task 3. Media Tracking – Continuous Tracking Survey (CTS)

In the first three years of the evaluation, CDC and the creative agencies have made extensive use of the data produced by a monthly continuous tracking survey (CTS). The study provides monthly data about awareness of and understanding of VERB advertising. The contractor shall continue to collect and provide these data monthly. Funding for this task from January 2005 through May 2007 is contingent upon FY05 VERB funding. The contractor shall obtain 300 completed surveys with tweens (aged 9 to 13) each month on a national basis. The survey shall use a list assisted sample. All surveys will be conducted in English with Spanish language interviewers available to assist in administering the parental permission screener, if needed. Participants will not be given a monetary incentive for their participation. The survey instrument and the coding scheme for open ended questions have been developed. The survey is approximately 14 minutes in length. The contractor shall make a maximum of three callbacks to no answer/busy numbers. No refusal conversion protocol will be utilized.

The contractor shall discuss the need for oversampling in racial and ethnic groups with CDC. If CDC determines that oversampling is needed, the contractor shall recommend an appropriate sample size and implement this change.

The contractor shall provide a banner report within 14 days of data collection. An analytic report will be provided within 14 days of receipt of the banner and data file.

Task 4. Expert Consultancy Panels

The campaign has established consultancy panels. The contractor shall organize two in-person meetings and up to eight teleconference calls for established expert consultancy panels each year. Consultancy panels shall meet yearly in Atlanta, Georgia. Each in-person meeting shall be scheduled for one day. The panel consists of 10 members. Panel members shall be paid \$525 for their meeting participation. The contractor is expected to make all travel arrangements and on-site logistics for the meetings. In addition, the contractor shall produce meeting materials, take notes at the meeting, and produce an executive summary within two weeks after the meeting. The executive summary shall include an outline of the major points of discussion as well as panel members' concerns, questions and recommendations.

Up to five teleconference calls per year shall be held with the expert consultancy panels. Expert panel members shall be paid \$75 per hour for the call. The contractor is expected to make all arrangements, to take notes, and to produce an executive summary for each call. The executive summary shall be made available within two weeks after each call. Calls shall last no longer than two hours. The executive summary shall include an outline of the major points of discussion as well as panel members' concerns, questions and recommendations.

Task 5. Support of VERB Presentations and Publications

The contractor shall provide technical assistance for presentation, briefing documents, peer-review publications, and Congressional briefings on an as-needed basis throughout the period of performance. This task includes conducting additional analyses on data from all previous VERB evaluation tasks and reporting in the form of manuscripts or other formats suitable for peer review. The contractor should assume that there will be approximately six peer review manuscripts, ten briefing documents (1-3 pages each), two reports (25 pages each) exclusive of reports mentioned in other tasks, and four Congressional briefings (one hour each) per year. If the contractor is not located in the Washington, D.C. area, the contractor shall provide travel and per diem for one staff member to attend each Congressional briefing.

Task 6. Campaign Dose Assessment

This task is an extension of previous evaluation work that included media and gross rating point (GRP) analyses and other process measures. One part of this task is to overlay the GRP data on the tracking data. The creative agencies supply CDC with information for GRPs from the media buys they have made. CDC will provide this information to the contractor. The outcomes from this task serve as a validation of the campaign's implementation.

The second part of this task is to summarize other VERB activities, including public relations efforts, tour events, and other promotional activities. CDC will work with the contractor and the creative agencies to identify these activities and to collect the information needed to document and summarize these activities.

The contractor shall assemble a quarterly analysis of GRPs across all media channels and for all creative agencies for which data are available. The contractor shall use these data and create a ratings point analysis based on actualized GRPs. The contractor shall consult with CDC and communications experts to determine the most accurate and beneficial method for dealing with technical problems in the GRP data.

The third part of this task is evaluating promotional activities in communities and schools. This could include, but is not limited to, working with academic institutions to carry out the evaluation activities. The contractor shall propose and, with CDC approval, implement a plan for evaluating these activities. The contractor shall provide data collection tools for review and approval prior to implementing the plan. The contractor shall also provide a draft and final report summarizing the purpose, methodology, and results.

Each quarter, the contractor shall produce a draft and final report compiling and itemizing the activities from media buys, public relations activities, and promotional activities.

Task 7. Audience Research (Formative, Concept and Message Testing)

The contractor shall facilitate assessment of the campaign concepts, strategies, and messages that are being developed by the creative agencies for the campaign. The goal of this assessment is to

validate that the messages and the “look and feel” of the campaign are on target. This task includes, but is not limited to, testing campaign concepts, strategies, and/or materials with youth and/or influencers. The contractor shall provide logistical support to ensure timely completion of this task. Audience research may include focus groups, individual in-depth interviews, or interviews with dyads or triads.

Each year, a maximum of two days of concept testing and two days of message testing shall occur for each of the five creative agencies. For the four agencies developing the ethnic materials, the contractor shall conduct testing with parents or adult influencers, and if needed, with tweens using focus groups. Each focus group with parents or adult influencers shall have no more than nine participants. For the general market agency, the contractor shall conduct testing with tweens. If focus groups are appropriate, each focus group shall have no more than six participants. As an alternative, in-depth interviews may be conducted with individuals, dyads or triads of tweens. For purposes of estimating the budget for this task, the contractor shall assume the ethnic creative will be limited to parents and general market creative will be limited to tweens.

Activities the contractor shall complete include developing the moderators’ guides, screening criteria and questionnaires, obtaining focus group facilities for conducting the research, supervising recruitment, selecting moderators, briefing moderators, obtaining translators when necessary, arranging for food for participants and attendees, paying participant incentives, attending groups, producing written transcripts, producing topline reports, leading debriefing calls, and producing summary reports. Incentives paid to participants shall be between \$50-\$75, depending on the audience and difficulty in recruiting participants.

The creative agencies shall provide copies of all the materials to be tested. All focus groups and interviewed shall be audiotaped. Videotaping is not required.

For concept testing, no more than 10 hours of research shall be required by the four ethnic audience agencies and no more than 20 hours shall be required by the general market agency each year. For message testing, no more than eight hours of testing shall be required by the ethnic agencies over a maximum of two days each year. The contractor should anticipate conducting one round of concept testing and one round of message testing per year for each of the five creative agencies.

One contractor staff member shall attend the groups and serve as the notetaker, unless there is multiple testing occurring simultaneously. Other attendees at the testing shall include two staff from CDC and two staff from the creative agency; however, the contractor is responsible for travel and per diem costs only for its own staff.

All testing, except with the Native American and Asian audiences, shall occur in Chicago, unless the cost in another city is lower or equal to Chicago. Testing of Native American materials shall be held in one city. Testing of the Asian targeted materials shall occur in Los Angeles or New York City.

For each round of testing, a topline summary is acceptable (two weeks after the research is

completed). Extensive summary reports shall be ordered only when there is a specific need to adjudicate different perceptions of the research. When this is the case, the contractor shall provide CDC with transcripts and a comprehensive report that uses verbatims. The contractor does not need to provide transcripts unless an extensive summary report is required.

CDC anticipates that this task would not begin until February 2005. Enactment of this task at that time is contingent upon FY05 VERB funding.

Task 8. Evaluation Planning and Communication

At the start of this contract, the contractor shall organize an initial kickoff meeting to review work scope and deliverables. In addition, the contractor shall participate in regular in-person meetings with CDC and the creative contractors for evaluation planning purposes. We anticipate that monthly in-person meetings will be held. The contractor should budget to send one or two staff members to Atlanta, Georgia for these meetings. The contractor is not responsible for making arrangements for or reimbursing staff from the creative contractors for these meetings.

In addition, weekly telephone meetings shall be held with CDC and the contractor. Additional telephone meeting shall be scheduled on an as needed basis.

The contractor shall also submit monthly reports describing

- The accomplishments during the reporting month
- A summary of conference call and email communication
- Problem areas and recommendations for solutions
- Activities planned for next month, special items of interest
- A graphic and tabular presentation of hours by personnel name
- Labor category, position, labor rate, cumulative expended
- Personnel activities and staffing changes, and
- Other information or data as requested by technical monitor or project officer.

Task 9. Partnership Evaluation

Site and outreach partners are integral parts to the campaigns overall success. Through partnership communication, the campaign connects organizations, communities, and partners with resources and information to leverage the equity of the VERB brand as a platform to make physical activity one of their top priorities. Partners function at both the national and local level. CDC provides partners with materials, information, and resources to support, enhance, and improve the opportunities for regular tween physical activity.

The contractor shall propose and implement a plan to evaluate CDC's activities to recruit, support, and sustain site and outreach partners. As part of the plan, the contractor shall obtain feedback on how site and outreach partners use the materials, information, and resources available, how to improve and augment these materials, and how partners ensure VERB brand equity. Proposals should provide a recommendation for obtaining this feedback and should describe the rationale for a proposed methodology, sampling plan, and analysis plan. CDC

anticipates that the information gathered will be descriptive in nature.

The contractor shall provide a draft and final report describing the methodology and key findings.

Task 10. IRB and OMB preparation

The contractor shall comply with all survey (OMB), human subjects (IRB), and Privacy Act guidelines and prepare the documentation needed to attain applicable clearances. IRB and OMB packages have been written, submitted and approved for the YMCLS Year 2 and Year 3 studies (Task 1). OMB approval for the cross-sectional panel (Task 2), and the media tracking study (Task 3) is expected by June 2004.

The contractor shall plan to develop one new OMB package for submission in support of the evaluation plan and data collection proposed for the Partnership Evaluation described in Task 9. Contractor shall support CDC staff to prepare extensions of OMB packages and continuation and amendments of existing IRB packages, as needed.

Items from CDC appropriate for preparation of proposals:

Information about the Campaign can be found at <http://www.cdc.gov/youthcampaign>. In addition, VERB websites are available for youth www.VERBnow.com and for parents at www.VERBparents.com.

Research reports can be found at <http://www.cdc.gov/youthcampaign/research/resources.htm>.

Baseline survey results are available at <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5233a1.htm>.

Item from CDC appropriate for task completion:

CDC will provide copies of data collection instruments, methodology, data sets, and reports to the contractor awarded the contract after award.

Deliverables:

Task	Deliverable	Date Due
1A. YMCLS Year 2	Data set Draft report Final report	6 months after data collection (anticipated to be January 2005)
1B. YMCLS Year 3	Summary of pretesting findings (if needed) Data set Draft report Final report	6 months after data collection (anticipated to be January 2006)

2. YMCCS	Data set Draft report Final report Panel Conversion Plan, data set, draft and final reports for 2005 and 2006 data collections	Data sets and reports due 6 months after data collection (anticipated to be January 2005, January 2006 and January 2007) Panel conversion plan due October 2004
3. Media Tracking CTS	Monthly banner reports Monthly analytic reports Data set	14 days after data collection 14 days after banner
4. Expert Panel Meeting	In person meeting Conference calls	In person meetings in January each year Calls as needed Executive summaries due 2 weeks after each event
5. Support of Presentations and Publications	10 briefing documents, 2 reports, 4 Congressional briefings	Ongoing through May 2007 (contingent upon FY05 funding)
6. Campaign Dose Assessment	Quarterly reports	Every 3 months
7. Audience Research	Topline reports	To begin February 2005 contingent upon FY05 funding
8. Evaluation Planning and Communication	Monthly reports In-person meetings Regular conference calls	Ongoing
9. Partnership Evaluation	Evaluation Plan Draft report Final report	TBD
10. IRB and OMB	Completed packages for submission	As appropriate

Period of Performance:

The performance period begins with date of award and the overall end date is May 2007.

Special Clearances:

Check all that apply:

☒ OMB
☒ Human Subjects
☒ Privacy Act

Production Clearances:

☐ 524 (concept)
☐ 524a (audiovisual)
☐ 615 (printing)

Evaluation Criteria:

- A. Award: This task order will be awarded to the contractor whose proposal is considered to be the most advantageous to the Government, price and other factors identified below considered. Technical factors will be more important in the evaluation than price. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.

- B. Technical Evaluation: Throughout this section, the competing Contractors should know that the VERB personnel are seeking Contractors with the ability to evaluate media campaigns with a national scope that are targeted to youth using longitudinal statistical techniques. Examples of prior experience and management summaries should document these abilities.

Technical evaluation for this RFTOP are as follows:

<u>Criteria</u>	<u>Points or Relative Value of Criteria</u>
Technical Approach	25
Staffing and Management	25
Similar Experience	40
Expert Recommendations	10

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order. *This criterion will be evaluated according to the soundness, practicality, and feasibility of the Contractor's technical approach for providing the services required for this task order.*

Attention will be given to the Contractor's ability (1) to evaluate the Campaign for ethnically diverse individuals, and community locales using appropriate statistical techniques, including longitudinal analyses; (2) to plan, conduct, and report on formative audience research, concept testing, and message testing within tight time frames; (3) to obtain IRB and OMB clearances; (4) to establish effective working relationships with creative agencies and expert panel members; (5) to conduct media tracking and analysis; and (7) to develop briefing documents and Congressional briefings.

Staffing and Management:

Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; (2) a management plan that describes their approach for managing the work, to include subcontract management if applicable; (3) resumes from key personnel; and (4) letters of intent from potential subcontractors. CDC desires that expert advisors/subcontractors to the contract have evidence of national reputations (e.g., peer-reviewed publications). Moderators or facilitators of focus groups should be appropriate for the audience involved.

This criterion will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope. Proposed staff should have demonstrated experience in the design and analysis of formative, process and summative evaluation. Proposed staff should also have demonstrated experience in (1) the design and analysis of longitudinal dose-response techniques in media campaigns targeting youth, counterfactual weighting, and propensity scoring; (2) working with creative contractors and expert panels; (3) preparing for, attending, and providing independent assessment of evaluation results at Congressional briefings; and (4) producing focus group reports within short time frames.

This criterion will be evaluated to determine appropriate experience of assigned personnel.

Expert Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task.

This criterion will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.

C. Cost Evaluation: A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the contractor's cost proposal.

Proposed Technical Monitor: TO BE ANNOUNCED.

Project Officer: Galen Cole, Office of Communication